RECEIVED CENTRAL FAX CENTER

MAY 2 0 2008

FACSIMILE COVER SHEET

The Law Offices of

STRAUB & POKOTYLO

788 Shrewsbury Ave. Tinton Falls, NJ 07724

Telephone: 732-936-1400 Facsimile: 732-936-1401 Internet site: www.sp-ip.com

To: U.S. Patent and Trademark Office

Facsimile No.: (571) 273-8300

From: John C. Pokotylo, Esq.

Date: May 20, 2008

Number of Pages Including Cover: 40

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.) (in duplicate);
- 3) Petition to Withdraw the Holding of Abandonment (4 pgs.);
- 4) A true copy of the originally filed response (28 pgs.);
- 5) A true copy of a properly itemized date-stamped postcard receipt (1 pg.); and
- 6) A copy of the Interview Summary (3 pgs.)

Attorney Docket No.: Google-54 (GP-064-06-US)

Appl. No.: 10/634,501

Applicants: Darrell ANDERSON, et al.

Filed: August 5, 2003

Title: SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH CLIENT-SIDE DEVICE

SUPPORT

TC/A.U.: 2164

Examiner: Sana A. Al Hashemi

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patents and Trademark Office on the date shown below.

John C. Pokotylo

Type or print name of person signing certification

Signature

May 20, 2008

Date

CENTRAL FAX CENTER MAY 2 0 2008

Please type a plus sign (+) inside this box>	\blacksquare	I
----------------------------------------------	----------------	---

May 20, 2008

Please type a plus sign (+) inside this box ---> H Modified PTO/SB/21 (08-00)

Approved for use through 10/31/2002. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. Application Number 10/634,501 **TRANSMITTAL Filing Date** August 5, 2003 **FORM** First Named Inventor Darrell ANDERSON (to be used for all correspondence after initial filing) Group Art Unit 2164 Sana A. Al Hashemi Examiner Name Total Number of Pages in This Submission Attorney Docket Number Google-54 (GP-064-06-US) **ENCLOSURES** (check all that apply) Assignment Papers After Allowance Communication X Fee Transmittel Form (for an Application) to Group Appeal Communication to Board Fee Attached Drawing(s) of Appeals and Interferences Appeal Communication to Group Licensing-related Papers Amendment / Reply (Appeal Notice, Brief, Reply Brief) XAfter Final Petition Proprietary Information Petition to Convert to a Affidavits/declaration(s) Provisional Application Status Letter Power of Attorney, Revocation Change of Correspondence Postcard Receipt **Extension of Time Request** Address Other Enclosure(s) (please Terminal Disclaimer identity below):

- True copy of the originally filed response

- True copy of properly itemized date-stamped **Express Abandonment Request** Request for Refund postcard receipt True copy of an Interview Summary mailed on February 9, 2007 Information Disclosure Statement CD, Number of CD(s) Certified Copy of Priority Document(s) Remarks Response to Missing Parts/ Response to Missing Parts under 37 CFR 1.52 or 1.53 SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT Firm John C. Pokotylo (Reg. No. 36,242) Individual name Signature Date

Ilm C. Hohoh Date | May 20, 2008 Burden Hour Statement: This form is estimated to take 0.2 hours to complete. The will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

CERTIFICATE OF FACSIMILE

I hereby certify that this correspondence is being facsimile transmitted to the United States Patents

May 20, 2008

and Trademark Office on this date:

Typed or printed name

Signature

RECEIVED **CENTRAL FAX CENTER**

MAY 2 0 2008

Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003. OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

	Complete if Known									
	EE TRANSMITTA	\L	Application Number 10/634,501							
for FY 2007			· Filing	Date			August 5, 2003			
Effective 09/30/2007. Patent fees are subject to annual revision.				Named	Invent	tor	Darrell	ANDERS	ON	
 			Exam	iner N	ame		Sana A.	Al Hashe	emi	
LJ Applicar	nt claims small entity status. See 37 CFR 1.27		Art Unit					2164		
TOTAL AN	MOUNT OF PAYMENT (\$) 0.00		Atton	ney Do	cket No	о.	Google	-54 (GP-0	64-06-US)	
METH	OD OF PAYMENT (check all that apply)		FEE CALCULATION (continued)							
☐ Check	Credit card Money Other None		3. ADDITIONAL FEES Large Entity Small Entity							
∠ Deposit / Depos	Account:		Fee	Fee			5 D			
Deposit Account	50-1049		de (\$)	Code			ree D	escription	ı	Fee Paid
Number		105	1 130	2051	65		_	filing fee or		
Deposit Account	Straub & Pokotylo	105	2 50	2052	25		iarge - late ' sheet	provisional f	iling fee or	 ,
Name The Commission	oner is authorized to: (check all that apply)	105	i3 130	1053	130	Non-E	English spe	cification		
	inderpayment of		2 2,520	1812	•		-	•	te reexamination	
Charge any fe submitted here	ee(s) due in connection with the filling with		920°	1804	920*	Exam	niner action		•	
) indicated below, except for the filling fee in the entified deposit account.	180	1,840°	1805	•		esting pub niner actio	lication of SI n	Rafter	<u> </u>
	FEE CALCULATION	125		2251	60			ply within firs		
1. BASIC F	ILING, SEARCH & EXAMINATION FEES	125		2252	230			ply within sec		
Large Entity Fee	Small Entity Fee Fee Description Fee Paid	1	3 1,050	2253	525			ply within thir		
(\$)	(\$)		4 1,640	2254	820			ply within fou		
1030	515 Utility fee	125	5 2,230	2255	1,115	Exter	nsion for re	ply within fiftl	n month	
440	220 Design tee	140		2401	255		e of Appea			<u> </u>
680	340 Plant fee	1 I	2 510	2402	255		-	support of an	appeal	
1440	720 Reissue fee	{	3 1,030	2403	515		est for oral	_		
210	105 Provisional tee	: I	1,510	1451	1,510			ere a public i e - unavoidab	ise proceeding	
	SUBTOTAL (1) (\$) 0.00		52 510	2452	255 770			e - unavoluar. e - unintentio		
2. EXTRA	CLAIM FEES FOR UTILITY AND REISSU	Fl	3 1,540 1 1,440	2501	720			(or reissue)	1121	
	Extra Claims below Fee Paid		,	2502	410		ign issue fo			
Total Claims	-20** = X =	71	3 1,130	2503	565		nt issue fee			
Independent Claims	- 3** = X -]		====		-			- check fee sheet	
Multiple Depe	ndent =	J 180	7 50	1807	50	Proc	cessing fee	under 37 CF	R 1.17(c)	
Large Entity		180	6 180	1806	180	Sub	mission of	Information I	Disclosure Strnt	
Fee Fee Code (\$)	Fee Fee <u>Fee Description</u> Code (\$)	802	1 40	8021	40	Rec	ording each	h patent assi number of p	gnment per roperties)	
1202 50 1201 210	2202 25 Claims in excess of 20 2201 105 Independent claims in excess of 3	180	9 610	2809	405	Filir	• .	sion after fin		
1203 370	2203 185 Multiple dependent clalm, if not paid	181	10 810	2810	405	•		an ional inventio	n to be	
1204 210	2204 105 *'Reissue independent daims over original patent	160		2801	405			DFR 1.129(b) Intinued Exa) mination (RCE)	
1205 50	2205 25 **Reissue claims in excess of 20 and over original patent	180		1802	900		uest for exp design app	edited exami	nation	· ·
		Oth	er tee (sp	ecify)		J. a	-codu abb			
**or numbe	**or number previously paid, if greater, For Relssues, see above **Or number previously paid, if greater, For Relssues, see above **Or number previously paid, if greater, For Relssues, see above (\$) 0.00 **Reduced by Basic Filing Fee Paid SUBTOTAL (3) (\$) 0.00									
ŞUBMITTED	ВУ							(Complete (#		
Name (Print/Type	John C Pokotylo	$\overline{}$	Registra (Attomevi	tion No.	36,	242		Telephone	(732) 936-14	00
Signature	Chan Chahat	Δ,	CONTRACTOR NO.	-Menn				Date	May 20, 20	08

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of Information Is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

CENTRAL FAX CENTER

MAY 2 0 2008

Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003. OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it disprays a valid OMB control number.

	Complete if Known								
FEE TRANSMITTA	ᆫ	Application Number 10/634,501							
for FY 2007	Filing	Date			August 5, 2003				
Effective 09/30/2007, Patent fees are subject to annual revision.	First Named Inventor Da					Darrell ANDERSON			
Applicant claims small entity status. See 37 CFR 1.27	Exam	iner N	ame		Sana A	. Al Hashemi			
		Art U	nit			2164	l		
TOTAL AMOUNT OF PAYMENT (\$) 0.00		Attorr	ney Do	cket No	<u>o. </u>	Google	-54 (GP-064-06-US)		
METHOD OF PAYMENT (check all that apply)		FEE CALCULATION (continued)							
Check Credit card Money Other None		DDITK			S				
Deposit Account:		Entity Fee	Fee			Eas F	Description		
Deposit Account 50-1049	Cod	e (\$)	Code			ree L	Ascription	Fee Paid	
Number		1 130	2051	65		-	filing fee or oath	 	
Account Name Straub & Pokotylo	105	2 50	2052	25		sheet	provisional tiling fee or	<u> </u>	
The Commissioner is authorized to: (check all that apply)		3 130	1053	130		English spe		 []	
☑Charge any underpayment of ☑ Credit any overpayments fee(s) indicated below		2 2,520	1812	•		•	est for ex parte reexamination		
区harge any fee(s) due in connection with the filing submitted herewith	180	4 920*	1804	920*		riner action	lication of SIR prior to I	<u> </u>	
図Charge fee(s) indicated below, except for the filing fee in the to the above identified deposit account.	180	5 1,840*	1805	1,840*		iesting pub niner actio	dication of SIR after In		
FEE CALCULATION	125	1 120	2251	60	Exter	nsion for re	ply within first month	i	
1. BASIC FILING, SEARCH & EXAMINATION FEES	125		2252	230	Exter	nsion for re	ply within second month	<u> </u>	
Large Entity Small Entity	ŀ	3 1,050	2253	525			ply within third month	1	
Fee Fee Fee Description Fee Paid (\$) (\$)	1	4 1,640	2254	820			ply within fourth month		
1030 515 Utility fee	1	5 2,230		1,115			ply within fifth month	<u> </u>	
440 220 Design fee	140		2401			e of Appea			
680 340 Plant fee		2 510	2402			_	support of an appeal		
1440 720 Reissue fee 210 105 Provisional fee	1	3 1,030 1 1,510	1451		-	lest for oral Ion to instit	ute a public use proceeding	+	
		2 510	2452	255			e - unavoidable		
SUBTOTAL (1) (\$) 0.00	I '	3 1,540	2453	770			e - unintentional		
2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE		1 1,440	2501	720	Utilit	y issue fee	(or reissue)		
Extra Claims Fee Irom Fee Paid	150	2 820	2502	410	Des	ign issue f	00		
Total Claims 20" = X = X	150	3 1,130	2503	565	Pta	nt issue fee	•		
Claims X 3** = X = X = X				1	Petitio	ns to the C	ommissioner – check fee shee		
	180	7 50	1807	` 50		-	under 37 CFR 1.17(c)		
Large Entity Small Entity Fee Fee Fee Fee Fee Description	180	6 180	1806	180			Information Disclosure Stmt		
Code (\$) Code (\$) 1202 50 2202 25 Claims in excess of 20	802	1 40	8021	40			h patent assignment per number of properties)		
1202 50 2202 25 Claims in excess of 20 1201 210 2201 105 Independent claims in excess of 3	180	9 810	2809	405			ssion after final rejection	——	
1203 370 2203 185 Multiple dependent claim, if not paid	181	0 810	2810	405	•	CFR 1.129(i each additi	a)) ional invention to be	<u> </u>	
1204 210 2204 105 *Reissue independent claims	180		2801	405	exa	mined (37 (CFR 1.129(b)) ontinued Examination (RCE)		
over original patent 1205 50 2205 25 "Reissue claims in excess of 20 and over original patent	180		1802	900	Req		pedited examination		
	Othe	er fee (sp	ecify)						
SUBTOTAL (2) (\$) 0.00 "or number previously paid, if greater, For Reissues, see above	¹ Re	duced by	/ Basic	Filing Fe	e Paic	S	UBTOTAL (3) (\$) 0.00		
SUBMITTED BY							(Complete (if applicable)		
Name (Print/Type) John C. Pokotylo	, [Registra		36,	242		Telephone (732) 936-14	100	
Signature	k1)	_Attomevte	Agenti .				Date May 20, 20	008	

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The Information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-54 (GP-064-06-US)

Appl. No.: 10/634,501

Applicants: Darrell ANDERSON, et al.

Filed: August 5, 2003

Title: SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH CLIENT-

SIDE DEVICE SUPPORT

TC/A.U.: 2164

Examiner: Sana A. Al Hashemi

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

PETITION TO WITHDRAW THE HOLDING OF ABANDONMENT UNDER 37 C.F.R. § 1.181(a)

Sir:

Further to the "Notice of Abandonment" mailed on May 7, 2008 (Paper No. 20080505), the applicants respectfully request reconsideration of the holding of abandonment via this petition. Enclosed are:

- (1) a true copy of the originally filed response;
- (2) a true copy of a properly itemized date-stamped postcard receipt; and
- (3) a true copy of an Interview Summary mailed on February 9, 2007.

The Notice of Abandonment states that the applicants failed to timely file a proper reply to the Office letter mailed on 10 February 2006. However, a response was in fact filed on August 10, 2006 together with a petition for a three-month extension of time (copy enclosed). Indeed, this filing is included in the private PAIRS system. Accordingly, this application should not have been abandoned.

The applicants note that on October 30, 2006, Examiner Rimell mailed a paper which indicated that the reply filed on August 10, 2006 (received on August 14, 2006) was not fully responsive because (1) no arguments were presented for the patentability of independent claim 54, and (2) amendments to claims 29 and 30 may be missing text.

During a telephone interview between the undersigned and Examiner Rimell on February 5, 2007, the undersigned explained, to the Examiner's satisfaction, that the response filed on August 10, 2006 (received on August 14, 2006) addressed claim 54 on page 17, and that claims 29 and 30 were clear since the phrase objected to ("the act of submitting a request submits a request...") referred back to act (b) of claim 13 which recited "submitting, by the client device, a request for at least one content-relevant ad to the content-relevant ad server." Consequently, the undersigned indicated that the paper mailed on October 30, 2006 was inappropriate. Examiner Rimell agreed, and noted that he would vacate the paper mailed on October 30, 2006 and resume prosecution. This

agreement is reflected in the Interview Summary mailed on February 9, 2007 which states, "Examiner agreed to **vacate** notice of informality of 10/30/06. **Office action on the merits will be forthcoming**. [Emphasis added.]"

In view of the foregoing, the applicants respectfully submit that the Abandonment of this application be withdrawn.

In a telephone call from Examiner Al Hashemi on May 5, 2008, the undersigned was informed that the US Patent Office was going to abandon this application. The undersigned explained it was his recollection that the US Patent Office was to resume its handling of this application ("that the ball was in the US PTO's court"). Examiner Al Hashemi explained that she understood, but that the US Patent Office had to send a Notice of Abandonment as a matter of law since six months expired since the last communication from the US PTO (the February 9, 2007 Interview Summary).

Conclusion

In view of the foregoing, the applicants respectfully submit that the abandonment of this application was improper, request that it be withdrawn, and further request Examination of the application to be resumed by the US Patent Office responsive to the response filed on August 10, 2006 (received on August 14, 2006).

The applicants believe that no fee is due. However, in the event that a fee is due in order to have this petition considered, the Patent Office is authorized to charge said fee to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

May 20, 2008

John C. Pokotylo, Attorney

Reg. No. 36,242

Tel.: (732) 936-1400

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patent Office on the date shown below.

John C. Pokotylo

Type or print name of person signing certification

Signature

May 20, 2008

Date

Attorney Docket No.: Google-54 (GP-064-06-US) of Time (2 pgs.), an Amendment acknowledgement of receipt by the PTO on the date indicated the amount of \$1,020.00, for filing as follows: below of: a transmittal (1 pg.), a fee transmittal (1 pg.) Trademark Office, this postcard will be taken as an When stamped by the mailroom of the U.S. Patent and Applicants: (in duplicate), a Request for a three (3) Month Darrell ANDERSON, et al (21 pgs.), and a check in Extension

Falls, N.J. 07724-3260 Iding B, 2nd Floor eunevA notniT 0 AUB & POKOTYLO



"SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH CLIENT-SIDE DEVICE SUPPORT" (JCP/cb)

When stamped by the mailroom of the U.S.

Patent and

Date of Mailing: August

2006

Title:

Serial

No.: 10/634,501

Filed: August 5,

2003

of Time (2 pgs.), an Amendment (21 pgs.), and a check in acknowledgement of receipt by the PTO on the date indica the amount of \$1,020.00, for filing as follows: below of: a transmittal (1 pg.), Trademark Office, this postcard will be taken as an (in duplicate), a Request for a three (3) Month Extension a fee transmittal (1 pg.)

Title: Serial No.: 10/634,501 Attorney Docket No.: Google-54 (GP-064-06-US) Applicants: "SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH CLIENT-SIDE DEVICE SUPPORT" Darrell ANDERSON, Filed: August 5, 2003

Date of Mailing: August 10, 2006 (JCP/cb)

When stamped by the mailroom of the U.S. Patent and Trademark Office, this postcard will be taken as an acknowledgement of receipt by the PTO on the date indicated below of: a transmittal (1 pg.), a fee transmittal (1 pg.) (in duplicate), a Request for a three (3) Month Extension of Time (2 pgs.), an Amendment (21 pgs.), and a check in the amount of \$1,020.00, for filing as follows:

Applicants: Darrell ANDERSON, et al

Attorney Docket No.: Google-54 (GP-064-06-US)

Serial No.: 10/634,501 Filed: August 5, 2003
Title: "SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH

CLIENT-SIDE DEVICE SUPPORT"

Date of Mailing: August 10, 2006 (JCP/cb)

05/20/2008 14:02 FAX 17329361401

RECEIVED CENTRAL FAX CENTER

MAY 2 0 2008

2011/040

463:

STRAUB & POKOTYL

620 TINTON AVE. BLDG. B, 2ND FLOOR TINTON FALLS, NJ 07724-3260 **BUSINESS ACCOUNT**

BANK OF AL 90250 HAZLET, NEW JERSEY

55-33-212

8/9/2006

PAY TO THE ORDER OF

Director of US Patent & Trademark Office

\$**1,020.00

DOLLAF

Director of US Patent & Trademark Office

MEMO

Google-54 amendment

STRAUB & POKOTYLO

Director of US Patent & Trademark Office

8/9/2006

Google-54 amendment, 3 mo ext of time

1,020.00

Business Checking

Google-54 amendment

1,020.00

STRAUB & POKOTYLO

Director of US Patent & Trademark Office

8/9/2006

4631

Google-54 amendment, 3 mo ext of time

1,020.00

Business Checking

Google-54 amendment

1,020.00

Please type a plus sign (+) inside this box -->

Modified PTO/SB/21 (08-00)
Approved for use through 10/31/2002. OMB 0651-0031
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE o a collection of information unless it displays a valid OMB control number. Under the Paperwork Reduction Act of 1995, no persons are required to respond to a

				The second of the second control				
			Application Number	10/634,501				
TRANSMITTAL			Filing Date	August 5, 2003				
FORM			First Named Inventor	Darrell ANDERSON				
(to be used for all correspondence after initial filing)			Group Art Unit	2168				
			Examiner Name	Samuel G. Rimell				
Total Number of Pages In This Submission			Attorney Docket Number	Google-54 (GP-064-06-US)				
		ENCL	OSURES (check	all that apply)				
Fee Transmittal Form Gran App		g-related Papers to Convert to a nat Application of Attorney, Revocation of Correspondence	After Allowance Communication to Group Appeal Communication to Board of Appeals and Interferences Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) Proprietary Information Status Letter Postcard Receipt Other Enclosure(s) (please identify below):					
Response to under 37 CF	Missing Parts R 1,52 or 1,53							
	SIGNATI	RE OF APPLIC	ANT, ATTORNEY, OR A	AGENT				
Firm or Individual name	John C. Pokoty							
Signature Qulm (1. Delh			oty					
Date	August 10, 2006							
		CERTIFICA	TE OF MAILING					
I hereby certify that this correspormail in an envelope addressed to:	I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this date: August 10, 2006							
Typed or printed name	John C. Poko		1					
Signature	I CHARM	しじんしゅん	CKU Date	August 10, 2006				

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

RECEIVED CENTRAL FAX CENTER

MAY 2 0 2008

Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003, OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

EEE TO A MODULTA I					Complete if Known							
FEE TRANSMITTAL				Application Number 10/				10/634,501				
for FY 2006				Filing Date			Augu	August 5, 2003				
Effective 12/08/2004, Patent fees are subject to annual revision.				First	Name	d inven	tor Darre	Darrell ANDERSON				
Endeuve 12002004.) Biem roes are subject to announceration.				Exar	niner N	lame	Samu	Samuel G. Rimell				
Applicant claims small entity status. See 37 CFR 1.27					Art Unit 2				2168			
TOTAL AMOUNT	OF PAYMENT	(\$) 1,020.00		Attor	ney Do	cket N	b. Goog	le-54 (GP-	064-06-US)			
METHOD OF PAYMENT (check all that apply)				FEE CALCULATION (continued)								
Check Credit card Order Other None				3. ADDITIONAL FEES								
Deposit Account:				Large Entity Small Entity								
Deposit Account	50-1049			Fee (\$)	Fee Code		Fee	Fee Description				
Number			1051	130	2051	85	Surcharge - I	•				
Deposit Account	Straub & Pokot	ylo	1052	50	2052	25	Surcharge - la cover sheet	ite provisional	filing fee or			
Name ——— The Commissioner is au		at apply)	1053	130	1053	130	Non-English s	-		<u> </u>		
☑Charge any underpayment fee(s) indicated below	nent of 🗵 Cre	dit any overpayments		2,520	1812		_		arte reexamination	<u> </u>		
☑Charge any additional submitted herewith	fee(s) due in connection	with the filing	1804	920*	1804	920*	Requesting po Examiner acti		IR prior to	<u> </u>		
☐Charge fee(s) indicate to the above-identified d		filing fee in the	1805	1,840*	1805	1,840*	Requesting p Examiner act		SIR after			
F	EE CALCULATION	1	1251	120	2251	60	Extension for	reply within fi	rst month			
1. BASIC FILING,	SEARCH & EXAM	INATION FEES	1252		2252	225	Extension for	· -				
Large Entity Small Er		Fee Paid	t .	1,020	2253	510	Extension for			1,020.00		
(\$) (\$)		1001010		1,590	2254	795	Extension for					
1000 50	O Utility fee			2,160	2255	1,080	Extension for		tn montn			
430 21	•		1401		2401	250	Notice of App					
660 33			1402		2402 2403		Filing a brief i		n appeal			
1400 70		<u> </u>		1,000 1,510	1451	500 1,510	Request for or	•	use proceeding			
200 10				500	2452	250	Petition to rev	•				
·	SUBTOTAL (1)	(\$) 00.00		1,500	2453	750	Petition to revi		1			
2. EXTRA CLAIM	FEES FOR UTILIT		i	1,400	2501	700	Utility issue fe	e (or reissue)				
l	Extra Claims	Fee from Fee Paid	1502	800	2502	400	Design issue	fee				
Total Claims 82		50.00 = 00.00	1503	1,100	2503	550	Plant issue fe	20				
Claims Multiple Dependent	-4"" = <u> 0</u> X	200.00 = 00.00				F	Petitions to the	Commissione	- check fee sheet			
		i	1807	50	1807	50	Processing fe	e under 37 Cl	FR 1.17(c)			
Large Entity Small Fee Fee Fee	<u>Entity</u> Fee <u>Fee Descrip</u>	ition	1806	180	1806	180			Disclosure Stmt	[]		
Code (\$) Code	• •		8021	40	8021	40	Recording ea property (time					
1202 50 2202 1201 200 2201	25 Claims in excess100 Independent clai	or 20 ms in excess of 3	1809	790	2809	395		ission after fir	nal rejection			
1203 360 2203	· ·	ent claim, if not paid	1810	790	2810	395	(37 CFR 1.129 For each add		n to be			
1204 200 2204	100 "Reissue independ					395	examined (37		nmination (RCE)			
1305 50 1305	over original pate	1	1801 1802	1	2801 1802	900	Request for ex					
1205 50 2205 25 **Reissue claims in excess of 20 and over original patent				i			of a design ap					
SUBTOTAL (2) (\$) 00.00				fee (sp		iliaa Fa-	. Dela					
or number previously paid, if greater, For Reissues, see above					Dasich	iling Fee	raio (SUBTOTAL	(3) (\$) 1,020	.00		
SUBMITTED BY								(Complete (if				
Name (Print/Type)	John C. Pokotylo	. O. Tu		legistrati ItomevlA	on No. nent)	36,2	242	Telephone	(732) 542-907	0		
Signature	Tilm (· Pohily						Date	August 10, 2	006		

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case, Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

CENTRAL FAX CENTER

MAY 2 0 2008

Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003. OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

CCC TO A NOMETTAL			Complete if Known							
FEE TRANSMITTAL			lication	n Num	ber 10	10/634,501				
for FY 2006		Filir	g Date	•	Au	August 5, 2003				
Effective 12/08/2004. Patent fees are subject to annual revision.		Firs	irst Named Inventor			Darrell ANDERSON				
		Exa	miner i	Name	Sai	Samuel G. Rimell				
Applicant claims small entity status. See 37 CFR 1.27		Art I	Jnit		216					
TOTAL AMOUNT OF PAYMENT (\$) 1,020.00		Attorney Docket No. Google-54 (GP-064-06-US								
METHOD OF PAYMENT (check all that apply)	FEE CALCULATION (continued)									
☐ Credit card ☐ Money ☐ Other ☐ None	3. ADDITIONAL FEES									
Deposit Account:	1		Sma		t					
Deposit Account 50-1049		Fee (\$)	Fee Code		F	ee Descript	tion	Fee Paid		
Number	i	130	2051		Surcharge	- late filing fe	e or path			
Account Straub & Pokotylo	1052	50	2052	25	Surcharge cover shee		nal filing fee or			
The Commissioner is authorized to: (check all that apply)	4	130	1053	130	-	h specification		<u> </u>		
☑Charge any underpayment of ☑ Credit any overpayments fee(s) indicated below	1812 1804	2,520	I	2,520	-		parte reexamination	 		
☑Charge any additional fee(s) due in connection with the filing submitted herewith	1004	920	1804	920*	Examiner a	publication of ction	SIR prior to			
Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.	1805	1,840*	1805	1,840*	Requesting Examiner a	g publication of action	f SIR after			
FEE CALCULATION	1251		2251	60	Extension for	or reply within	first month			
1. BASIC FILING, SEARCH & EXAMINATION FEES	1252		2252				second month			
Large Entity Small Entity Fee Fee Fee Description Fee Paid		1,020 1,590	2253			or reply within	1	1,020.00		
(\$)			2254	795 1,080		or reply within		———— J		
1000 500 Utility fee 430 215 Design fee	1255		2401			or reply within	ara month			
660 330 Plant fee	1402		2407		Notice of Ap	pear fin support of	20 20002			
1400 700 Reissue fee	1403		2403	500	Request for		ан арреан			
200 100 · Provisional fee	1451		1451			-	c use proceeding			
SUBTOTAL (1) (\$) 00.00	1452	500	2452	250		vive - unavold	· L			
2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE	1453	1,500	2453	750	Petition to re	eviva - unintent	ional			
Extra Claims below Fee Paid	1501	1,400	2501	700	Utility issue	fee (or reissue) <u> </u>			
Total Claims 82 -82** = 0 X 50.00 = 00.00	1502		2502	400	Design issu	e fee	Ī			
Independent Claims 4 - 4** = 0 X 200.00 = 00.00	1503 1	.100	2503	550	Plant issue					
Multiple Dependent							ar - check fee sheet			
Large Entity Small Entity	1807	50	1807	50	_	fee under 37 C	`` _]		
Fee Fee Fee Fee Description Code (\$) Code (\$)	1806	180	1806 8021	180 40			Disclosure Stmt			
1202 50 2202 25 Claims in excess of 20	8021	40	8021	40		each patent as: ses number of (
1201 200 2201 100 Independent claims in excess of 3	1809	790	2809	395	Filing a sub-	mission after fi	nal rejection			
1203 360 2203 180 Multiple dependent claim, if not paid	7810	790	2810	395	For each add	ditional inventio	on to be			
1204 200 2204 100 [™] Reissue Independent claims over original patent	1801	790	2801	395		7 CFR 1.129(b	n)) amination (RCE)	_		
1205 50 2205 25 **Reissue claims in excess of 20	1802	900	1802	900		expedited exam				
and over original palent		I			of a design a					
SUBTOTAL (2) (\$) 00.00	Other fe		·· —							
"or number previously paid, if greater, For Reissues, see above	* Reduc	eo oy E	SIC Fil	ing Fee	raid	SUBTOTAL	(3) (5) 1,020.0	00		
SUBMITTED BY						(Complete (if	applicable)			
Name (Print/Type) John C. Pokotylo	Reg (Attr	gistralion meviAne	n No.	36,2	42	Telephone	(732) 542-9070			
Signature July (1.) & hely						Date	August 10, 20	06		

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-54 (GP-064-06-US)

Applicant: Darrell ANDERSON, et. al.

Serial No.: 10/634,501

Filing Date: August 5, 2003

Title: SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH

CLIENT-SIDE DEVICE SUPPORT

Examiner: Samuel G. Rimell

Group Art Unit: 2168

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

REQUEST FOR A THREE (3) MONTH EXTENSION OF TIME

In response to the Office Action mailed on February 10, 2006, which set a time for response to expire on May 10, 2006, please extend that period three (3) months to expire on August 10, 2006. The fee of \$ 1,020.00 has been included with the check filed herewith.

Respectfully submitted,

August 10, 2006

John C. Pokotylo, Attorney

Reg. No. 36,242 Customer No. 26479 (732) 542-9070

- 1 -

STRAUB & POKOTYLO 620 Tinton Avenue Bldg. B, 2nd Floor Tinton Falls, NJ 07724-3260

CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on August 10, 2006 with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

n C. Pohohy 36,

ohr C. Pokotylo Reg. No